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Unfit men prefer cosmetic surgery to exercise

By **Laura Donnelly**, Sunday Telegraph

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They shun exercise, feed on junk food, and generally live couch-potato lives, but millions of men still think their bodies can be saved - with cosmetic surgery .

Almost half of men take no regular exercise and eat appallingly, a survey for The Sunday Telegraph has shown. Yet a staggering one in four said they would consider surgery to improve their looks.

Experts warned that a "quick fix" culture is taking hold, with men pinning their hopes on cosmetic tricks while taking no steps to secure basic levels of health.

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The survey showed that 41 per cent of men do no physical activity beyond travelling to work and chores around the house and garden. Meanwhile, 46 per cent admitted to eating more ready meals and takeaways than they had a decade ago.

Yet many said they would consider cosmetic treatment to tackle the effects of hard living: 23 per cent said they would have plastic surgery.

The number of men going under the knife has doubled in the past two years, with liposuction to remove excess fat, eyelid and eyebag surgery and nose jobs among the most popular procedures.

The poll of 1,000 men by Opinion Health came as research shows the average British man

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spends close to £300 a year on beauty products, in an industry now worth almost £800 million.

Health experts warned that quick fixes such as plastic surgery would do nothing to diminish the risks of an unhealthy lifestyle.

Dr David Haslam, a GP and chairman of the National Obesity Forum, said people were desperate to achieve overnight transformations in their appearance, when getting healthy required long-term efforts.

"I can understand why people want quick fix solutions like plastic surgery, but in fact procedures like liposuction have no health benefit at all. The bad news is that improving your health is hard work," he said.

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